



8610-01

BROADCASTING BOARD OF GOVERNORS

Proposed Information Collection Reinstatement; Comment Request

AGENCY: The Broadcasting Board of Governors.

ACTION: Proposed information collection reinstatement; comment request.

SUMMARY: The Broadcasting Board of Governors (BBG), as part of its continuing effort to reduce paperwork and respondent burden, invites public comment on an information collection titled, "Surveys and Other Audience Research for Radio and TV Marti." This request for comment is being made pursuant to the Paperwork Reduction Act of 1995 [Pub. L. 104-13; 44 U.S.C. 3506(c)(2)(A)].

The information collection activity involved with this program is conducted pursuant to the mandate given to the BBG to provide for the broadcasting of accurate information to the people of Cuba, and other purposes, under Public Law 98-111, the Radio Broadcasting to Cuba Act, dated October 4, 1983, and Public Law 101-246, dated February 16, 1990.

DATES: Comments must be submitted by [INSERT DATE 60 DAYS AFTER DATE OF PUBLICATION IN THE FEDERAL REGISTER].

FOR FURTHER INFORMATION CONTACT: Mr. Chris Luer, Chief, Office of Administration, BBG, Room 1274, 330 Independence Avenue, SW, Washington, D.C. 20237, telephone (202) 203-4608, e-mail address cluer@bbg.gov.

Copies: Copies of the Request for Clearance, supporting statement, and other documents that will be submitted to OMB for approval may be obtained from the Chief of the Office of Administration for BBG.

SUPPLEMENTARY INFORMATION: Annual estimated collection burden for this proposed collection of information is estimated to average 3 hours per response for 96 Focus Group Studies respondents, 3 hours per response for 30 Audience Panels respondents, and 15 minutes (0.25 of an hour) per response for 300 Structured Surveys respondents, including average estimated time for travel to and from the facility where research activities are conducted. Respondents will be required to respond only one time for Focus Group Studies and Structured Surveys, but three 3 times for Audience Panels. Comments are requested on the proposed information collection concerning:

- (a) whether the proposed collection of information is necessary for the proper performance of the agency's functions, including whether the information collection has practical utility;
- (b) the accuracy of the Agency's burden estimates;
- (c) ways to enhance the quality, utility, and clarity of the information collected; and
- (d) ways to minimize the burden of the collection of information on the respondents, including the use of automated collection techniques or other forms of information

technology. Send comments regarding this burden estimate, or any other aspect of this collection of information, to Mr. Chris Luer, the BBG Clearance Officer, IBB/A, Room 1274, 330 Independence Avenue, SW, Washington, D.C. 20237, telephone (202) 203-4595, e-mail address cluer@bbg.gov.

Current Actions: BBG is requesting reinstatement of this collection for a three-year period and approval for a revision to the burden hours.

Title: Surveys and Other Audience Research for Radio and TV Marti

Abstract: Data from this information collection are used by BBG's Office of Cuba Broadcasting (OCB) in fulfillment of its mandate to evaluate effectiveness of Radio and TV Marti operations by estimating the audience size and composition for broadcasts; and assess signal reception, credibility and relevance of programming through this research.

PROPOSED FREQUENCY OF RESPONSES:

Total Annual Responses - 96 Focus Group Studies + 90 Audience Panel + 300 Structured Surveys = 486

Average Hours per Response - 3 Focus Group Studies + 3 Audience Panel + .25

Structured Surveys = (288) + (270) + (75)

Total annual burden - 633 hours

Dated: January 17, 2014.

Chris Luer
Chief, Office of Administration

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